

505 Travis Street, Suite 440 | Shreveport, LA 71101  
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www.shreveportcaddompc.com

## STAFF REPORT – CITY OF SHREVEPORT

JULY 7, 2021

**AGENDA ITEM NUMBER: 21**  
**MPC Staff Member:** Adam Bailey  
**City Council District:** All Districts

**CASE NUMBER:** 21-94-C: City of Shreveport UDC Code-Text Amendments  
**APPLICANT:** METROPOLITAN PLANNING COMMISSION  
**REQUEST:** **Code Text (Ordinance) Amendments to the Shreveport UDC**

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**DESCRIPTION:** The City of Shreveport Unified Development Code (UDC) undergoes regular review in order to ensure that the Code promotes sound, stable, and desirable development within the jurisdiction of the City, to correct errors in the text or to accommodate changed or changing conditions in a particular area.

In an attempt to better allow for the permitted regulation of the sign-type of portable reader boards, this amendment is intended to allow the sign to be more user-friendly with regard to various corrective changes. The overall intent is allow them as a permitted sign-type, with a sunset provision stating that all portable reader board signs—even temporary portable reader board signs—would be prohibited after June 30, 2022.

This amendment has been reviewed by the MPC staff. Below is information on all proposed amendment under review or consideration.

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**BACKGROUND :** The Shreveport Unified Development Code (UDC) serves as the official land use and development regulatory ordinance for the City of Shreveport. Periodically, revisions are required to reflect the changing nature of business in our community.

In May 2017, as the UDC became the official land-zoning ordinance for the City of Shreveport, portable reader boards, defined as any sign mounted on a wheeled structure, and are not permanently installed, were prohibited. In November 2019, amendments were proposed (19-439-C), and ultimately adopted by the City Council (Ordinance 187 of 2019), which allowed portable reader-boards to be permitted on a temporary basis to identify a business if there is no other identifying sign on premise. All portable-reader signs renewed would be permitted for a maximum timeframe of one year, and the permit could not be removed.

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### PROPOSED UDC CODE TEXT AMENDMENT(S) :

Staff is proposing the following amendment at this time:

- Amending Article 9, Signs

Amendment 1.

**Amend ARTICLE 9. SIGN REGULATIONS, SECTION 9.7. PERMIT  
REQUIRED: PERMANENT AND TEMPORARY SIGNS, Subsection 9.7.K.**

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The information stated herein is the result of discussion by a staff review team. The Planning Commission and its Members will use all information made available to them in making their decision. A Planning Commission approval is a use approval only. The applicant is still responsible for complying with all other applicable Zoning Ordinance requirements and obtaining all necessary permits and approvals from other departments or agencies. This shall include, but not be limited to the requirements of the Zoning Administrator, building permits, liquor licenses, the parish health unit, and Certificates of Occupancy.

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This amended provision for all portable reader-boards—as defined by the Shreveport UDC—to become a permitted sign-type. A sunset provision, established with the date of June 30, 2022, states that any portable reader-board sign would then become prohibited and need to be removed.

**See Attachments: Exhibit “A” for memorandum describing these amendments in full detail .**

**APPROVAL STANDARDS :** The purpose of Section 16.1.E is to provide a uniform means for amending the text of the Unified Development Code whenever the public necessity, convenience, general welfare, comprehensive plan, or appropriate land use practices justify or require doing so. In determining whether to recommend approval or denial of the proposed text amendment, the MPC shall weigh the relevance to which the proposed amendment:

- a. **Promotes the public health, safety, and welfare.**  
The proposed text amendments promotes the public health, safety, and welfare.
- b. **Promotes the Master Plan and any adopted land use policies .**  
The proposed text amendments are consistent with the Master Plan.
- c. **Promotes intent of this Code.**  
These amendments will clarify current practices, thus promoting the intent of the Code.
- d. **Corrects an error or omission, adds clarification to existing requirements, or reflects a change in policy.**  
Staff finds the proposed amendments would improve compatibility among uses and would assist in ensuring efficient development within the City.
- e. **The extent to which the proposed amendment creates nonconformities.**  
N/A.

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### STAFF ASSESSMENT :

Based on staff analysis , review of the above standards , and facts of record, MPC Staff concludes that the MPC Board recommendation for City Council to **APPROVE PER MPC RECOMMENDATIONS** is warranted . Once approved, Articles 9 would be amended to allow portable reader board signs, as defined by the Shreveport UDC, be allowed as a permitted sign type until June 30, 2022. A majority vote of the MPC Board members present and voting is required to recommend approval to the City Council .

**Alternatively, based on information provided at the public hearing, the MPC Board may:**

- Deny the proposed code text amendments;

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- Deny specific provisions and approve remaining provisions; or
- Modify specific language in the proposed amendments and approve, as modified.

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**PUBLIC ASSESSMENT:**        **Three spoke in support; there was no opposition present.**

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### MPC BOARD

**RECOMMENDATION:** The Board voted 6-1 to recommend this application for approval.